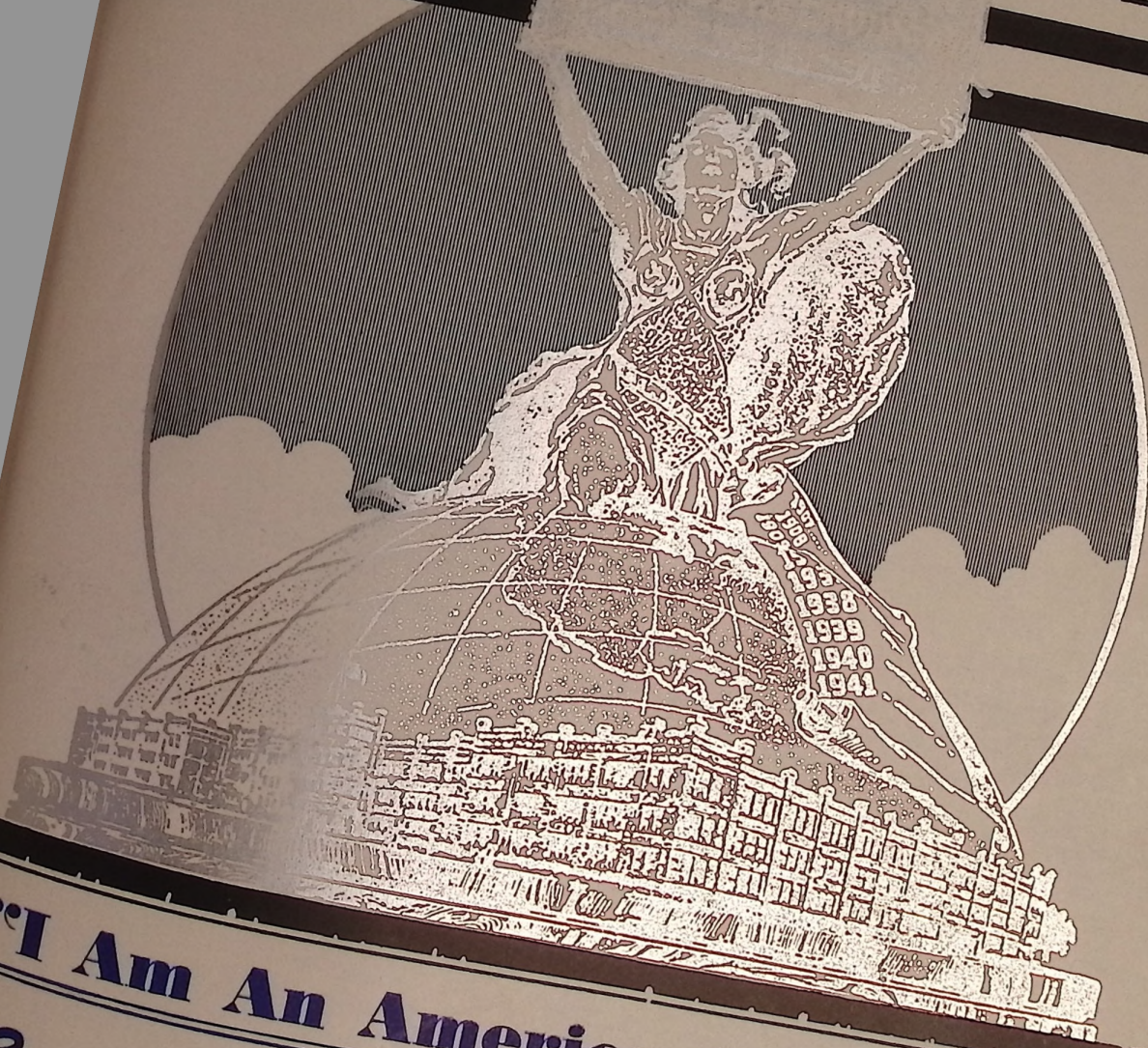


THE REVIEW

Vol. XXXV—No. 23

May 15, 1941



"I Am An American" Day ...
Sunday, May Eighteenth

**Read what Jewett Ricker says about it
in this issue**

~

GREAT TRIALS ARE FEW AND FAR BETWEEN

*It is the little troubles that we permit
to get us down, and far more unhap-
piness is caused by things that annoy
us than by things that really hurt us.*

~

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, MAY 15, 1941

No. 23

ONE TO GO IN THE FISHING CONTEST

Pledge Yourself to Sell 25 or 50

ORDERS OF SPANKY'S SAFETY PATROL

Our job to help make America bigger and stronger is to do each day the things we know we ought to do, the things we can do to help business men and to increase our earning capacity. We are in the fifth month of the year, time to check our plans to see that we are working out satisfactorily in order to go forward in Nineteen Forty-One. Remember, **TIME IS MONEY. COUNT YOUR TIME DOLLARS.**

I'm getting a big thrill out of your response to and your results with that wonderful subject, "Spanky's Safety Patrol."

Folks used to think that traffic laws
Were written just to dare 'em—
And they believed that motor cops
Were on the road to scare 'em.

It's different now, 'cause people learn
The Safety rules and heed 'em.
They know that cops are friendly lads,
Handy when they need 'em!

We grown-ups ought to learn that verse so that when we teach our children Mother Goose Rhymes we can teach them that Safety rhyme.

Build your presentation around the personality of Spanky McFarland, his appeal to grown-ups and children as the star of "Our Gang" comedies over a period of years. Build your word picture on the value to business men in prestige, good will and publicity advertising for them in the use of this Safety Calendar. It appeals to the family through the children. One of the things we know is that what we learn as children we carry through life with us. So think of the grand job we can do through the use of this calendar in teaching children to be Safety Conscious and in having them grow up that way?

As most of you know, here in Joliet, as in all towns and cities throughout the country, the Chamber of Commerce, the Safety Council, the City Administration, the Newspapers, the Fraternal Clubs and Women's Clubs, all work together on the different campaigns for Safety. Progress is being made all the time, and the business men who are using our Safety Calendars are helping on the job in a great big way.

LET'S PLEDGE OURSELVES to sell 25 or 50 orders on "Spanky's Safety Patrol." Let's sell it to new accounts? Continue to give us your stories on the orders you sell of this subject. You may give or get an idea and that's what makes the world go around. And THANKS A MILLION for the wonderful job you are doing with this wonderful subject.

HIT THE LINE HARD EVERY REMAINING DAY IN MAY. Business continues good and we have a marvelous opportunity to make JUNE, the BIRTHDAY MONTH, THE BEST EVER, THIS YEAR. KEEP POUNDING HARD.

BEST OF LUCK THE LAST WEEK OF THE FISHING CONTEST.

J. Mackey

Prodigious plans are paltry fancies without the will to act. To discern a flaw and not act to overcome it, to see a better way and not undertake it, holds many back.

—Romer's Thinker.

HAVE YOU THOUGHT OF THIS ONE RECENTLY?

Your customer is your BEST prospect. He has already demonstrated his belief in our good will building mediums by placing an order. He has already demonstrated his confidence in you by placing his order with you. So it is in order to start calling on all your January and February customers with another form of good will advertising—and preferably an idea that can be used NOW. Post cards—blotters—key cases—pencils, etc. There are many ideas your customers would buy for immediate use if a suggestion was made.

All hotels I have visited have been filled to capacity with conventions, banquets, parties, etc., and in many cases some sort of souvenir is wanted, for such occasions. Our leather and our pencil line have items that are ideal for souvenirs or gifts. They cover a large area of prices also, and a fine volume can be written for this purpose. Contact the personnel managers of some of the principal hotels in your territory and inquire about such occasions and you can increase your summer sales surprisingly.

Many of your own customers have occasions to use souvenirs—ask them about it and show what you have to offer. But remember—your customers are also your competitors prospects—and at this very time some of your customers are wondering what to do for some future occasion and you have the answer.

Business is fairly booming and will continue to do so—so make every hour of every day pay dividends.

James R. Talcott

**IT'S FULL SPEED AHEAD AS WE SWING INTO THE
HOME STRETCH AND ONCE MORE WE SAY
BUSINESS IS BOOMING!**

Nick Osburn Leads With Eight Orders for Over \$1,700

R. S. Osburn made an \$800 sale of "Spirit of America" to a DISTRIBUTOR OF PETROLEUM PRODUCTS, an old customer, and a \$205 sale of "My Blue Heaven" to a MANUFACTURER OF PAPER PAILS, CUPS AND SPECIALTIES—also a \$200 sale of Birthday Greetings to a RESTAURANT, and a \$132 sale of "The Guiding Hand" to a REAL ESTATE AND INSURANCE AGENT, and a \$125 sale of Ger-Bars to a BEVERAGE BOTTLER.

Then to bring his total volume up to more than \$1,700 Mr. Osburn made a \$101 sale of Greetings to a FUNERAL DIRECTOR, a sale of 4,000 Class X Blotters to a COOPERAGE CONCERN, and 300 Roll Calendars, "Springtime," "Hello Everybody" and "A Long Life and a Happy One" to a MANUFACTURER—also an old customer.

**MISS MELCHER SCORES FOUR TIMES FOR A TOTAL OF
MORE THAN \$1,100**

Miss Melcher's biggest order comes from a DAIRY, an old customer, and amounts to \$600.

Her second is a \$174 sale of "Here Peace and Happiness Abide" to an INSURANCE AGENCY.

Number three is a \$168 sale of "Spirit of America" to a DAIRY.

Fourth on the list is a \$176 sale of "My Bonnie" to another DAIRY.

JIM HARTMAN MAKES IT FOUR FOR A TOTAL OF NEARLY \$900

Jim Hartman sells a complete campaign of "Happy Bluebird Family" to a FUNERAL DIRECTOR for \$300.

Also a \$275 sale of Paragon to a dealer in MOTOR LUBRICANTS.

And a \$230 sale of "Light of Her Eyes" to a MACHINERY MANUFACTURER.

Also a sale of 500 "Be Sure You're Right" in S-257 to a DEALER IN PETROLEUM PRODUCTS.

Sidney Hodson made a \$564 sale of Paragon to a MANUFACTURER OF PISTON RINGS—an old customer.

E. E. Meyer makes the column three times for \$552. His first a \$300 sale of "Proud Mothers" and "Steady" to a FUNERAL HOME. His second a \$128 sale of "My Bonnie" to a BUICK DEALER, and his third a \$124 sale of "Down on the Farm" to a FUNERAL DIRECTOR.

IF YOU HAVE A BAD FIRE, CALL THE FIRE DEPARTMENT. IF YOU
WANT A GOOD FIRE, CALL THE SIERER COAL CO.
Sold by Ed. Sierer on Blotters to a Coal Dealer.

WE'LL GO A LONG WAY TO SERVE YOU.
Sold by King Gerlach on "Springtime" to Texaco Dealer.

Herman F. Grotte hits the line three times for nearly \$500. His first a \$280 sale of Special Calendars to a MILLING COMPANY, his second a \$100 sale of Fans to the same customer, his third a \$100 sale of Acknowledgment Cards to a FUNERAL DIRECTOR.

P. H. Keboch sold "Proud Mothers" to a NATIONAL BANK for \$376 to advertise, "A GOOD BANK IN A GOOD TOWN."

Larry Moss appears three times in the column for a total of \$800. His first is a \$350 sale of "Here Peace and Happiness Abide" to a DRUG COMPANY and his second, a \$280 sale of "My Blue Heaven" to a FUNERAL DIRECTOR, and his third a \$165 sale of Pencils to a GROCER.

Harold Ricker scores six times for \$600. His first is a \$142 sale of Business Calendars to a CLEANER; number two is a \$115 sale of Religious Calendars to a FUNERAL DIRECTOR. Three is a \$102 sale of "My Blue Heaven" to a MACHINERY MANUFACTURER. Four is a \$103 sale of "Poems Without Words" to a COAL AND ICE DEALER. Number five is a sale of 400 "My Bonnie" in S-241 to a MERCANTILE CONCERN—a new customer, and number six is a sale of 2,250 S-243 Business Calendars to an old customer.

F. L. Zimmerman sold "My Bonnie" in S-257 to an AUTO DEALER for \$345.

Ed Sierer made a \$223 sale of "Their Priceless Heritage" to a FUNERAL DIRECTOR—a new customer.

J. P. Wood scores twice for \$370. His first is a \$195 sale of "The Guiding Hand" to a COAL DEALER and his second a \$175 sale of "Off to the Meeting Point" to a LUMBER DEALER.

King Gerlach makes the column twice for \$236. His first a \$139 sale of Business Calendars to a DRY GOODS DEALER, and his second a \$97 sale of Pencils to an old customer.

Perc Earl made a \$175 sale of Greeting Calendars to a TEXTILE MANUFACTURER.

E. C. Doudna makes a \$200 sale of "Peekaboo" in Billboards and Hangers to a FACTORY EQUIPMENT COMPANY.

Isidor Siegel makes a \$131 sale of Special Calendars to a TEXTILE MANUFACTURER—a new customer.

A. A. Bender created a new account with a sale of 1000 S-257 with Better Homes-Better Gardens Pads, sold to a FUNERAL DIRECTOR.

W. B. Boozman made a \$158 sale of Religious Calendars to a FUNERAL DIRECTOR.

Lou Byrne sold 2000 Ger-Bars to a LIQUOR DEALER—a new customer.

A DIGNIFIED AND SYMPATHETIC SERVICE.
Sold by King Gerlach on Fans to a Funeral Home.

EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE.
Sold by P. M. Winter on "My Blue Heaven" to a Funeral Director.

Charles Clayton made a \$100 sale of "Peekaboo" to a TEXTILE DYER.

G. Matheson scores twice for nearly \$300. First with a \$168 sale of "Spirit of America" to a NATIONAL BANK, and again with a \$120 sale of Better Homes-Better Gardens Calendars, also to a BANK.

Rupert Fairbairn made a \$137 sale of Ger-Bars to a DAIRY.

C. L. Lewellen sold "The Guiding Hand" to a FUNERAL DIRECTOR for \$131.

Tom Perrott sold "Dog-O-Gram" Blotters to a STATIONER AND ENGRAVER—a new customer.

Ryan Perry sold business calendars to a COAT, APRON AND TOWEL SUPPLY COMPANY for \$139.

Fred Shallish made a \$115 sale of News Quiz with "Kiddies, Inc." to an OPTICAL CONCERN.

Lou Byrne sold "Playmates" Blotters to a PAINT AND VARNISH MANUFACTURER for \$134.

Jim Gammell made a \$100 sale of "Spirit of America" to a TOOL MANUFACTURER.

Bill Herrmann sold "Peekaboo" a complete campaign of Billboards, Hangers, DeLuxe Calendars and Greetings, to a BOILER WORKS for \$124.

WE BUILD ON PLEASING YOU.
Sold by Ben Bercovit on "Puppy Love" to a Baker.

Leonard Smith sold "The Light of Her Eyes" to a TITLE ABSTRACTOR for \$105.

A. H. Streeter made a \$200 sale of "Down on the Farm" to a PACK-ARD AUTO DEALER.

Lynn R. Walker sold "Spirit of America" to a CLEANER for \$108.

J. Milton Wigley sold Business Calendars to an ENGRAVER for \$105.

P. M. Winter made a \$161 sale of Paragon to an INSURANCE AGENCY—a new customer.

Ben Bercovit makes two more appearances in the column, this time with a \$146 sale of Last Edition Hangers to a BEVERAGE MANUFACTURER and a \$100 sale of "Spanky's Safety School" to a TRUCKING COMPANY.

George B. Corrigan sold "Playmates" Blotters to a MANUFACTURER for \$119.

BEAR US IN MIND WHEN YOU WANT THE BEST.
Sold by Bert Stiff on Bear subject to Ford Dealer.

RUN IN BEFORE YOU RUN OUT.

Sold by Phillips on Paragon Key Cases to Service Station.

C. W. Fisk made a \$105 sale of "Heroes of American Naval History" in R-6 Billboards, to a CHEVROLET DEALER—a new customer.

Perc Earl makes the column again with a \$131 sale of "Steady" in HG4263 to a TRADE SCHOOL.

Leonard Smith makes a \$105 sale of Pencils to a TILE MANUFACTURER.

Bill McNerney sold Pencils to a TITLE GUARANTEE COMPANY for \$182.

Isidor Siegel created a new account with a \$187 sale of SQA-3 to an INSURANCE AGENCY.

J. Milton Wigley made a \$100 sale of Last Editions to a STONE CUTTER.

F. L. Zimmerman makes a sale of Business Calendars to a HOTEL AND HOSPITAL SUPPLY DEALER for \$223.

Sam Raborn made a \$300 sale of the Etta Moten Calendar to a FUNERAL DIRECTOR.

WE ARE NEVER SATISFIED TILL YOU ARE.

Sold by King Gerlach on "Be Sure You're Right" to Fish Market.

Bill Herrmann is in again—this time with a \$265 sale of SQA-3 with "Brainy Bow Wows" to a WELDER.

John S. Petko sold "Houghton Mill" to a BREWERY for \$100.

Bert Stiff made a \$100 sale of Bluebird Calendars to a GENERAL STORE.

Ralph Bond made a \$100 sale of Paragon to a BREWERY.

Marvin Mitchell sold Safety First Calendars to a LUMBER DEALER.

E. C. Doudna sold Religious Calendars to a FUNERAL HOME for \$100.

C. D. Dutton sold 100 Air Pilots to a LUMBER DEALER.

Sidney Hodson made a \$520 sale of Paragon to a DEALER IN MILL AND FACTORY SUPPLIES—an old customer.

A. V. Clapp made a \$228 sale of Acknowledgment Cards to a FUNERAL DIRECTOR—an old customer.

A. A. Bender made a \$210 sale of Paragon to a BAG MANUFACTURER, a new customer.

W. B. Boozman sold "Silver Dawn" to a FUNERAL HOME for \$150.

BABY WEIGHING SERVICE — NO CHARGE.

Sold on "My Diary" to Baby Shop by McNerney.

"I AM AN AMERICAN" DAY

Next Sunday—May 18th—is "I AM AN AMERICAN" DAY. That's good. We need just such a day. But, if it is to be observed at all, let us take it SERIOUSLY. Let us use it to analyze just what we mean when we say, "I Am An American."

First, let us see what we can agree on. We should be able to agree that an American must be a CITIZEN of the United States—not just any person who happens to be tarrying within our borders. Admitting that, what IS a citizen? Here is the dictionary definition: "A member of a state; a person, native or naturalized, who owes allegiance to a government, and is entitled to protection from it."

The important word in that definition is "allegiance." Very well, let us see Webster's definition of ALLEGIANCE. Here it is: "Devotion or loyalty to that which is entitled to obedience or respect."

Putting the two together, we get this: "A citizen of the United States is a person, native or naturalized, who is devoted and loyal to the government of the United States, and is entitled to protection from it."

In other words, a citizen owes allegiance to a GOVERNMENT—not just to some rock, or tree, or house, or factory, or church, or organization, or political party.

All right, let us turn now to the Constitution of the United States, and find out

just what we mean by the term, "government of the United States."

We find that the government of the United States consists of: (1) The Congress of the United States, in which shall be vested all legislative powers; (2) The President of the United States, in whom shall be vested all executive power, and who shall be commander-in-chief of the Army and Navy; (3) The Supreme Court and such inferior federal courts as the Congress may from time to time ordain and establish, in which shall be vested the judicial power of the United States.

Now, unless we are willing to reject Webster's Dictionary and the Constitution of the United States, we get this definition:

A citizen of the United States is a person, native or naturalized, who is devoted and loyal to the government of the United States, which consists of the Congress, the President, and the Supreme Court and inferior federal courts. From this government the citizen is entitled to protection.

Can anybody quarrel with that definition of an American citizen? If not, then, when we say: "I AM AN AMERICAN" we must subscribe to it. For, if we do not, what can we possibly mean?

The reason we bring out this definition of CITIZENSHIP is because we think too many Americans are becoming confused

their loyalties. Some, apparently, are loyal to political parties, organizations, ideas, religious creeds and sects, personal interests, sectionalism, and nationalism than they are to the GOVERNMENT OF THE UNITED STATES.

In our opinion the President himself is partially to blame for this situation because—in recent months—he has NOT been entirely frank with the American people. But, on the other hand, there have been many thousands who have been working tooth and nail to UNDERMINE the President and the Congress and who are completely and intentionally IGNORING the results of the national election.

Most of these persons, we believe, mean well, but others without the slightest question of a doubt are deliberately trying to sabotage not only the Government of the United States, but also the American way of life.

This country is facing RIGHT NOW the most serious situation in its entire history; an issue which will determine the fate of America and everything we stand for. Much can be said, and has been said, on both sides of the question. It is NOT a biased issue by any means. There is good sense in both the "isolation" and "intervention" points of view. But, if we are to settle this matter to the best interests of America, we must begin to think in

terms of AMERICAN INTERESTS ONLY. And we must be willing to REALLY think.

First of all, we must remember that we are American CITIZENS. Secondly, we must remember that we have but ONE allegiance and that that ONE allegiance is NOT to any party, any church, any section, any organization, any nationality, but entirely and exclusively to the GOVERNMENT of the United States. If we cannot place our thinking, our talking, and our acting on that patriotic plane of HONEST CITIZENSHIP, then we have no right to think, or talk, or act at all.

George Washington told us: "TO THE INTEREST OF OUR COUNTRY ALL INFERIOR CONSIDERATIONS MUST YIELD." No true American can find fault with that principle. In fact no citizen of the United States has the slightest right to say, "I AM AN AMERICAN" unless he is willing to yield ALL inferior considerations to the interest of his COUNTRY.

Let us get that point of view RIGHT NOW.

Otherwise, "I AM AN AMERICAN" DAY is an idle and fruitless thing—a day we had better do without.

Jewett E. Ricker

IT SAYS A LONG LIFE AND A HEALTHY ONE
FROM WHICH WE WILL SELDOM VARY.
IF MOTHER ALWAYS BUYS OUR MILK
FROM THE FAIRLAWN DAIRY.

Sold by H. R. Messick on "A Long Life" to a Dairy.

Guy Dean made another sale of Pencils using Eckland's Graduation Idea. This one amounts to over \$300 and was sold to an INSTALLMENT FURNITURE HOUSE. The copy is as follows—

CONGRATULATIONS TO YOU FOR YOUR FINE WORK IN
THE CLASS OF '41.

WACONA HIGH SCHOOL

Sam Haynes sold Paragon to a FUNERAL DIRECTOR for \$148.

Walt Olson made a new customer for himself when he sold Paragon to a BEVERAGE DISTRIBUTOR for \$130.

Bert Stiff created a new \$138 account with a sale of Pencils to a HOTEL.

Bert gives us a copy idea that might mean some extra business for all of us; it's "THANKS FOR EVERYTHING" followed simply by the name and location of the hotel.

O. M. Wildman creates a new account with a \$111 sale of Paragon to a COMMERCIAL ENTERPRISE.

Sam Raborn made a \$118 sale of Paragon to a ROLLING MILL COMPANY.

Johnny Shadle creates a new account with a \$100 sale of "Be Sure You Are Right" Safety First Billboards to a WHOLESALE PRODUCE DEALER.

Cecil Nixon created a new account by suggesting the following copy for "Dogs and Doggerel" Blotters—

THANK FOR YOUR PATRONAGE. WE ENJOY SERVING
YOUR AND INVITE YOU TO COME IN OFTEN.

John S. Petko made a \$90 sale of "My Bonnie" to a FLORIST.

J. B. Kasper sold the Bank Book Greeting No. 4292 to a BANK AND TRUST COMPANY, for \$100.

Lynn Walker sold "Steady" in HG4263 to a MERCANTILE CONCERN for \$100.

Ben Bercovit makes the column once more—this time with a \$100 sale of "Scenes of My Childhood" to an ELECTRIC SUPPLY DEALER.

Mr. Phillips sold Religious Calendars to a TRUCKING COMPANY.

Ralph Bond sold fifty "Admiral" Billfolds to a BREWERY.

H. N. Buckley gives us a real idea. He sells "I See by the Papers" to a NEWSPAPER PUBLISHER. This particular order calls for 150

IF YOUR DOG HOWLS, FEED HIM — IF YOUR RADIO HOWLS.
CALL US.

Sold by Guy Dean on "When a Feller's Got a Friend" to Radio Shop.

YOUR HOME SHOULD COME FIRST.
Sold by John Gilbert on "Here Peace and Happiness Abide"
to Furniture Company.

Indoor Billboards. It's a wonderful hookup and the same subject in small art mount calendars would make a wonderful carrier greeting.

M. C. Eckland makes a nice sale of "Kiddie Ambitions" Blotters to a TIRE SERVICE CONCERN, using the following copy—

"OUR AMBITION—TO SAVE YOU MONEY." YOUR SMOOTH TIRES ARE WORTH MONEY. THE TREAD REPRESENTS ONE-FIFTH OF THE COST OF A TIRE—THE CARCASS REPRESENTS FOUR-FIFTHS. BY RECAPPING YOUR OLD TIRES YOU SAVE FOUR-FIFTHS OF YOUR INVESTMENT. LET US RECAP YOUR OLD CASINGS AND GUARANTEE THEM TO RUN AS WELL AS NEW.

The above copy won a new customer for Mr. Eckland.

Perry Keboch won a nice order for "Dogs and Doggerel" Blotters by suggesting the following copy—

WE BELIEVE THAT GIVING GOOD SERVICE KEEPS OLD FRIENDS AND ATTRACTS NEW ONES. WE KNOW THAT WE OURSELVES THE BETTER SERVE BY SERVING OTHERS BEST.
THE FIRST NATIONAL BANK

Clifford Higgins sold 2000 "Our America" Blotters to an INSURANCE CO. by suggesting this copy—

THE "SURE" IN INSURANCE, TAKES THE "IF" OUT OF LIFE.

J. B. Kasper won a new customer with a sale of "Bright Bouquets" Post Cards to a DEPARTMENT STORE, using the Al Baskin "THANK YOU" copy.

Mr. Kasper gained a second new customer with a sale of the same idea to an INSURANCE AGENCY. Here is the copy which won the insurance man for a customer —

THANKS—for the time you spent with me discussing insurance.
If you want further facts or answers to any question before I see you again, please call me, I'm at your service. No obligation of course.

Cordially,

Albert J. Morrier sold 300 S-241 "Here Peace and Happiness Abide" to an ICE AND FUEL DEALER, a new customer.

E. E. Meyer sold 1200 Ger-Bars to a FURNITURE DEALER.

George B. Corrigan made a \$100 sale of Last Editions—"A Family of Champions" to a FLOUR BROKER.

EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE.
Sold by Charles Clark on Will Rogers to a Lumber Dealer.

ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER.
Sold by B. A. Day on "My Bonnie" to Real Estate and
Insurance Company.

H. M. Buckley created a new account with a \$90 sale of "My Blue Heaven" on Billboards and Utility Calendars to a PLYMOUTH DEALER.

D. G. Waite made an \$80 sale of "Spanky Safety Patrol" to a CRANE SERVICE COMPANY.

Jim Gammell sold Bildcost Blueprint Blotters to a BLUEPRINT COMPANY, a new customer.

How many Blueprint concerns have YOU approached with this idea?

Doris Sierer sold 500 "Houghton Mill" in S-257, to a LAUNDRY.

Isidor Siegel sold 1,200 SQA-3 Direct Advertising, to a MACHINE SHOP, a new customer.

Ryan S. Perry sold 300 "My Bonnie" in HG4250 to an AUTO DEALER.

Tom Orvis sold 250 Paragon Key and License Holders to an INSURANCE AGENCY.

Dan Morrissey sold 3,600 "Playmates" Blotters to a HAULAGE AND WAREHOUSE COMPANY.

Mrs. A. C. Jahl created a new account with a sale of "Off to the Meeting Point" in R-2 Billboards, to a LUMBER DEALER.

Leo Himelhoch sold 500 Key and License Holders to a STATE BANK.

Mr. Himelhoch also sold 200 S-257 Farm Record Calendars to a CREAMERY and made a \$76 sale of Paragon to a FINANCE COMPANY.

Rupert Fairbairn sold a thousand Ger-Bars to an ICE MANUFACTURER, a new customer.

E. A. Gilmore created a new account with the sale of 1,000 Ger-Bars to a FURNITURE DEALER.

Fred Bell sold 750 Special Calendars to an INSURANCE COUNSELOR.

Charles Chamberlain sold 5,000 FD Service to a FUNERAL DIRECTOR.

H. D. Evans made a \$100 sale of No. 7 Memorial Booklets to a FUNERAL DIRECTOR.

A. McWilliams sold 100 "All-American" Billboards to a DAIRY.

EVERYTHING FROM PLANS TO PAINT.
Sold by C. J. Clark on "Sage of Claremore" to Builders' Supply Co.

KEEP COOL AND KEEP COMING.
Sold by Rudy Maddox on Fans to a Druggist.

"Doc" Sage sold 2,400 "Our America" Blotters Class X to a CLEANER.

W. B. Boozman sold "Be Sure You Are Right" to an INSURANCE AGENCY.

George W. Ballard sold "Spanky's Safety Patrol" to a PARENT-TEACHER'S ASSOCIATION, using the following copy—

A LITTLE TIME — A LITTLE LIFE
PLEASE DRIVE CAREFULLY

Guy Dean sold 100 Knives to a SERVICE STATION.

Harry Etter sold 4200 "Our America" Blotters to a WAREHOUSE.

E. H. Gerrish made a \$100 sale of "Freedom For All" Billboards to a DE SOTO AND PLYMOUTH DEALER.

Mr. Gerrish also sold 400 R-16 "Scenes of My Childhood" to a REAL ESTATE DEALER.

Randolph Lipford sold "An Autumn Rhapsody" in D-73 to a FERTILIZER COMPANY.

Bill McNerney sold 1,000 Holiday Greetings No. 4232 to a NURSERY.

Mrs. Fannie Peterson made a \$50 sale of Paragon to a LUMBER DEALER.

L. R. Shepard sold Spanky's "Safety Patrol" Billboards to a SAVINGS BANK.

John Gilbert sold 100 Knives to a COCA COLA BOTTLER—a new customer.

Rudy Maddox sold 75 Will Rogers Billboards to a CLEANER AND DYER.

A. W. Thurn sold 400 Key and License Holders to a BOWLING ALLEY.

John Gilbert uses the Eckland idea again—this time to sell 304 Pencils to a CLEANER, to be used as graduation gifts.

And once more, Gilbert creates a new account with a sale of 5000 Blotters to a CLEANER.

Leo Himelhoch makes a \$90 sale of Paragon to a FUNERAL DIRECTOR.

I took Mr. Eckland's idea about giving pencils to high school graduates and used Mr. Mitchell's sales talk and worked on a business man who had just been re-elected to the City Council and IT WORKED. He called up the principal and found that 170 would graduate from his political district and he asked that they send him the name of each graduate. I expect to land this order Saturday. It isn't a large order, but it demonstrated that tips in the REVIEW are very practical. I'm now trying to sell the idea to new pencil prospects.

Thanks to Eckland and Mitchell.

JACK HOUISON.

HOW ONE SALESMAN IS WINNING THE NORTH WOODS VACATION TRIP

As Jim Talcott told you last week, Amasa Hartman already has the North Woods Vacation "in the bag."

Just to give you some idea of how Amasa earned his vacation, we give you herewith his report for the week of April 28th-May 3rd, inclusive:

MONDAY—

"Proud Mothers" to a Cotton Ginner	\$50
"Forever Yours" to a Tire Shop	62
"Proud Mothers" to a Grain and Feed Dealer.....	72

TUESDAY—

"Silver Dawn" to a Hatchery	26
"I See by the Papers" to a Dry Goods Shop	97
"My Bonnie" to a Standard Oil Dealer	62
"The Guiding Hand" to an Insurance Agency.....	73

WEDNESDAY—

"My Bonnie" to a Bond House	103
"A Long Life and Healthy One" to a Dairy	30

THURSDAY—

"Proud Mothers" to a Concrete Products Co.	41
"The Guiding Hand" to a General Store	12
"Priceless Heritage" to a Ranch Store	46
"Spanky Safety Patrol" to an Insurance Agency....	51
"My Bonnie" to a Truck Service Co.	62
"Down on the Farm" to a Hatchery	28
"Steady" to an Electric Service Co.	35

FRIDAY—

"Spirit of America" to a Pontiac Auto Sales	52
"I See by the Papers" to a Butane Gas and Equip....	76
"Happy Bluebird Family" to an Electrical Co.....	77
"Be Sure You're Right" to an Insurance Agency....	61

SATURDAY—

"Come Back Here" to a Tire and Battery Shop.....	43
"Spirit of America" to a Laundry	49

In connection with the foregoing list of sales, please note these facts—

Volume—over	\$1,200
Orders	22
Distinct lines of business	18
Subjects sold in '42 Line.....	15
New customers sold	5

Every one of Mr. Hartman's twenty-two orders calls for art calendars in the 1942 Line; there isn't a special in the lot and every order is ready to go into the factory at once.

On thirteen of these orders, Hartman wrote slogans tying the picture to the line of business. Truly, as the California bunch wired from the Convention. "SALES ARE FUN IN 'FORTY-ONE."

SOMETHING LAID BY FOR A RAINY DAY

DEAR BERT:

I have had a great deal to say about my success in using the telephone to dig up unusual businesses that are off the beaten path and hard to find any other way, but who are usually good prospects if we can locate them.

I happened to notice in our local paper the other night a notice announcing a city directory that is being published and a list of the business men and professional men that will be listed in it. In checking it over I found numerous businesses listed that are not shown in the telephone classified section and that I did not know existed. The thought went through my mind that here was something I could work on by telephone the first rainy day we had. Well, yesterday it rained all day and I spent the larger portion of the day on my phone with the result that I ended up with four definite appointments for the evening. The final result—four calls, five orders, \$155.00.

The funny part of it is that they are all located within six blocks of my home. Can you imagine that!

It just goes to show that there is business everywhere if we will just dig it out, and the best way to dig it out is to keep our eyes and ears open all the time and take advantage of every opportunity as it arises.

I am enclosing the newspaper page I worked from along with the notes made on it, as I have no further use for it, my thought being that it may be something worth passing along to the other fellows who have a hard time finding an order on a rainy day.

M. G. MITCHELL.

DEAR HOUISON:

I want to thank you for your letter (which was published in May 1st REVIEW).

This statement that money spent for advertising is deductible from income is a lot of good news to me.

It helped me to close an order on my first call today and I am sure that your letter in REVIEW is worth money to every salesman in the organization.

Respectfully yours,

CLYDE ESTES.

P.S.—It's thoughts like this passed along to fellow salesmen that make G-B the best organization in the world.

C. E.

"... AND IN REPLY WOULD STATE ..."

The wasted word tonnage in business correspondence is proverbial. Writers innumerable have offered pointers on how to reduce the redundancy. But Charles B. Driscoll, former editor of a newspaper syndicate, goes right to the root of the matter in an article in *Nation's Business*. The trouble, he thinks, is that the dictation of letters has become a sort of ritual in business offices. Besides being too wordy, far too many letters are written.

Mr. Driscoll reduced a total of 10,000 letters a year in his business to 1,000 dictated and transcribed. A large part of his correspondence he answered by the simple expedient of short, longhand messages on postcards. He wrote and signed these himself, in a fraction of the time formerly taken to dictate replies, as well as saving his secretary's time for more important work. All she had to do with the postcards was to address them.

To a customer (a personal friend) who had kicked about the charge for the syndicate's service, Driscoll penned a note like this:

Dear Jack: You're nuts. It's worth
twice the money. Keep still, please,
or the Boss will raise your rate.

This is an idea not only for economy of time but for making the business more human. It is a way around the formal reply in which the executive's name is signed by a secretary and then initialed by herself. And it would eliminate forever that epistolary monstrosity, "Dictated but not read."

But, the reader may object, that way there's no copy kept. So what! If Driscoll's experience is representative, six out of ten business letters require no carbons. They merely serve to clutter up offices with filing cabinets.

—Editorial in *Belleville Daily Advocate*.

(Thanks to Bert Stiff)



Hurrah for our Flag! The watchword recall
Which gave the Republic her station,
"United we stand, divided we fall"
It made and preserves us a nation.

The union of lakes, the union of lands
The union of States none can sever;
The union of hearts, the union of hands
And the Flag of our Union forever.

1941	MAY						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	-	1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

*My grandpa notes the world's worn cogs,
And says we're going to the dogs;*

*His grandad, in his house of logs
Swore things were going to the dogs;*

*His dad, amid the flemish bogs,
Vowed things were going to the dogs;*

*The cave man, in his queer skin togs,
Said things were going to the dogs;*

*But this is what I wish to state—
The dogs have had an awful wait.*